

Simmons Media Group and Utah's Own September 2007

Personalized Remotes

Promo Details

To work smoothly with Associated Food Stores we need to know which product you will want to feature as quickly as possible. The product should have a good sales track record with Associated Foods. Because your product will be featured in each store, approval for participation needs to be secured from the individual stores by the Associated Marketing group.

When approved they will want to know the anticipated case lot sales of your product in the store of your choice so they can order adequate inventory in time for your promotion.

The ad list for the participating products will be created for each week after the products receive approval.

Simmons Media Group and Utah's Own September 2007 Promotion

The Simmons Media Group consists of Jack FM, Movin' 100, The Oasis, and The Eagle 101.5. Five Utah's Own products will be featured and highlighted each week on all 4 radio stations. Each product will have 10 commercials on each of the 4 stations for a total of 40 spots that week. Also, each product will be the only one featured during one of the live remotes that same week. On your promotion day, you will be interviewed two times each hour for a total of four on-air interviews and your recorded commercial will be played once each hour. Associated Food Stores will feature the same 5 products in its ad for all corporate stores the same week. The product being featured in the live remote by the radio station will have a prominent display in the front of the store on the day the live remote is taking place. A total of 20 Utah's Own companies/products can participate for an investment of **\$800** on a first come first serve basis.

**Please sign up by email at rsparks@utah.gov
or by phone with Richard Sparks at 801 538-4913
Email works best.**